Volume 3 Number 8

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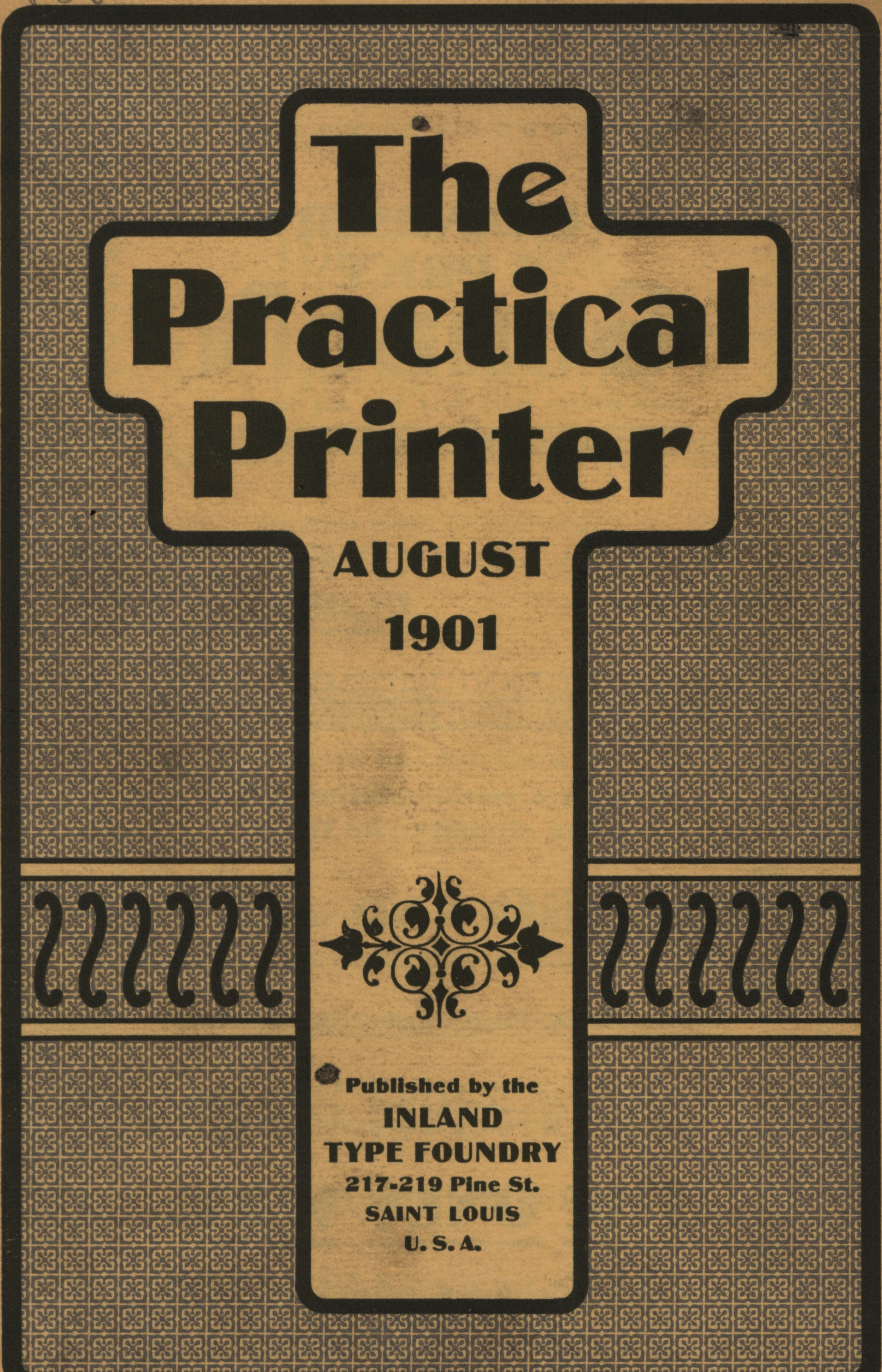

The Practical Printer

AUGUST
1901

Published by the
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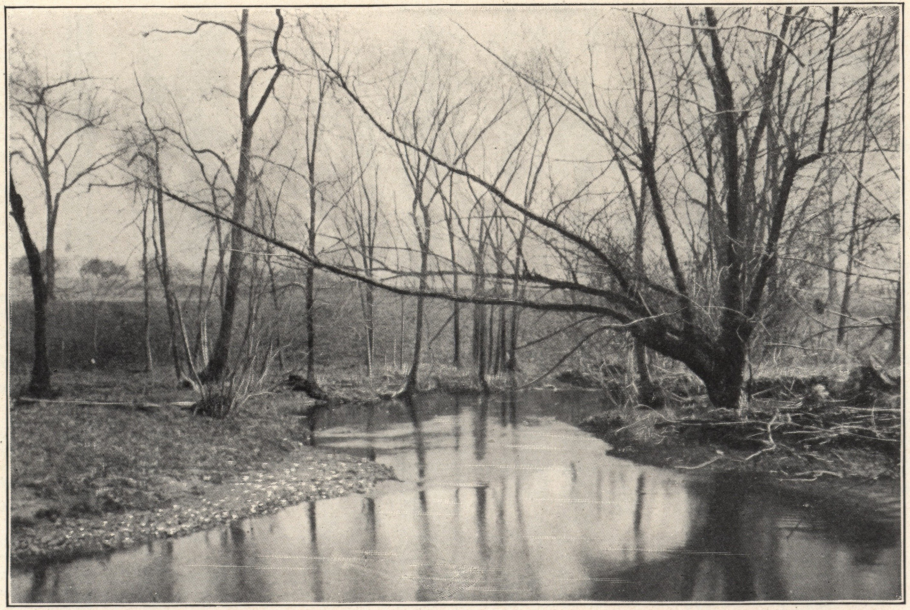


Trout Brook Near Hartford, Conn.

Half-Tone by the
Western Engraving Company
Saint Louis, Mo.

Photo by
Frederick W. Clough
Hartford, Conn.

THE PRACTICAL PRINTER

A Monthly Budget of Good Things for the Modern Printer

VOL. 3 AUGUST, 1901 NO. 8

The Use of White in Color Combinations

PRACTICAL COLOR PRINTING—NO. II—BY ED S. RALPH

In the last issue of THE PRACTICAL PRINTER we set forth a few rules applying to color combinations for "complementary" effects. These combinations are at present very fashionable. They are always harmonious and in good taste.

In conjunction with these complementary color-schemes, the printer is employing considerable "white" effect. Nearly every pressman has had "troubles of his own" to make the white ink work satisfactorily. The writer has experimented, had his troubles, and thinks he has solved the problem in a practical way. A good grade of body-white should always be used. The ink should be stiff.

Take a small quantity of the white ink, or sufficient to do the work in hand, place it on a clean ink-slab, mix it thoroly, and reduce it with a little Venice turpentine, which can be purchased at any modern drug-store. Use the Venice turpentine sparingly at first until you learn the proper consistency. We have employed castor oil at times as a reducer, but do not think it equals the Venice turpentine. If the latter cannot be obtained, the former can be used. We also find that a small piece of lakatine, or a little dry magnesia, will be valuable as a "lifter." If the latter is employed, it will be better to add a very small quantity of heavy varnish in order to aid the ink to "set."

Of course, the stock employed has much to do with the working of the ink and also the consistency of the mixture. We therefore urge upon our readers the necessity of moderation in the use of the Venice turpentine or castor oil, especially until the ink has been tested on the stock to be employed. It is an easy matter to add a trifle more of the reducer should the stock conditions warrant it. No set rules can be laid down as regards proper proportions for mixing white ink, as the stock conditions are so varied that experience is essential to success.

A common error in working white ink is that a great many pressmen use too much. If it spreads beyond the face of the cut or type, it is certain that too much ink is being carried. Always get a good sharp impression.

Some kinds of stock are exceedingly hard to "cover," and it is very often necessary to run it thru the press twice. This should always be done in preference to endeavoring to make up the deficiency by flooding the stock with ink. Porous, spongy stocks should be given a hard impression when run thru the press the first time, and there should be very little ink used on the first impression. More ink can be employed when running thru the press the second time. But, as said above, be cautious and do not use too much.

In figuring on work where white ink is to be used, two impressions should always be counted on. Another very important thing to successfully work white ink is to see that the ink is absolutely dry on the first impression before attempting the second printing. Should a gloss finish be desired, this should always be obtained on the second printing, never on the first, because the ink will not "lift" nearly so well on a hard, glossy surface. If another color goes over a portion of the white, it is not wise to attempt gloss effects with the white. Extra fine, gumless coach varnish is excellent for gloss effects in any ink. The better the quality of the varnish the thinner it is, and the quicker it dries.

This brings us up to the point where such colors as red, blue, yellow, green, etc., are wanted to show out bright and sharp on dark-colored stocks. These effects are obtained by first printing a background in white and then printing the desired colors over it.

Too much care cannot be employed in the register, and it is also important that too much white ink is not employed for the background.

Excellent pieces of composition are often ruined by careless treatment in the pressroom. Of course, the ink should cover thoroly, but beyond this it is not advisable to go.

[TO BE CONTINUED.]

What to Display and How to Display It

FROM THE MICHIGAN TRADESMAN

One of the commonest mistakes in the preparation of advertising is the selection of the wrong words or lines for display. Often the writer strives to produce something original or striking in his wording, and then naturally selects what seems to him most peculiar, without regard to its relation to the business. Thus frequently some such expression as "stop and think" will be given a strong display, while the references to the business will appear in small type in a solid paragraph.

The average reader instinctively classes such an expression as a catch-line, and occasionally one will have the curiosity to try to find out what the scheme is. Even with the few who do this it is only the satisfying of idle curiosity, and interest goes no further.

As a general proposition, the thing to display in an advertisement is what you want to sell. Of course, the general name of the business and the firm name are to have enough reiteration and prominence to keep them always in mind. When the firm name indicates the business, it is always good advertising to give it prominence. When this is not the case, the name, business and location must be associated as strongly and frequently as may be necessary to make them thoroly familiar to the minds of all readers. And when the principal display is given to something else, it is well to give secondary prominence to these essentials.

In selling hardware, for instance, more can be done than to reiterate "John Smith & Co., Hardware, 20 Main St., Disco." The term hardware is too general to impress the minds of many who may be interested in certain goods. So it is well to enumerate some of the leading articles of the different lines, giving the most prominent display of the advertisement to the most prominent of these and lesser display of others in lists or paragraphs. One week the specialty may be builders' hardware, giving the display to nails, for instance; the next, mechanics' tools, giving display to the most representative in that line; then cutlery in the same manner, and so with all the lines of the business, giving stoves, skates, scythes, lawn-mowers, etc., their proper place in the seasons.

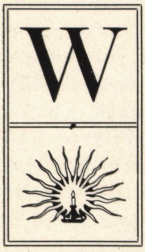
The same method will apply, of course, to any other line of business, subject in many to the greater influence of seasons. Make the display of what you want to sell. Then, when suitable, associate with it the price. Then you may be assured, that even if less are caught by the tamer expressions, the interest that is excited is of a character that will do more to sell goods.

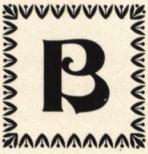
I am aware that there is nothing startling or new in this statement of the theory of display, but I feel warranted in going over the subject for the reason that so much comes under my attention betraying the undue striving for something original at the expense of good publicity, that a continued reiteration is yet pertinent.

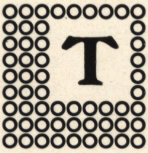
The Value of Initial Letters in Job Work

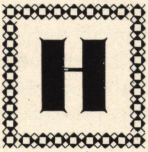
By Marcus D. Hoerner

ONE of the most valuable aids to the printer is the initial letter. It gives a dignified appearance to a work that might otherwise look weak. In job composition, especially, its value should be recognized, as many a strong feature, or perhaps the balance of a page under certain conditions, could not be secured without its aid. Our best workmen recognize this value and make good use of it.







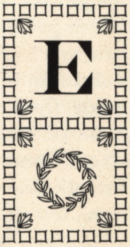


While beautiful initial letters are designed by well-known decorative artists, these are not always available to the majority of printers. If an ornamental initial letter is wanted, very effective ones can be made with the use of light borders, or rules, or both in combination.

The compositor in building an initial should keep in mind that the simpler it is, the more effective it will be. The rules or borders should not overbalance the letter; there should be enough contrast between them, or enough white space around the letter, to enable it to stand out clear and distinct. Several built letters are shown. These may be made more or less elaborate. Other forms may be made by the skilled workman.

This fact should not be forgotten, that for simple dignity an initial letter covering three or more lines of the text and partaking of the same face cannot be excelled.

There is a place where letters of the nature of an initial letter are made use of which should have more attention given them, that is, where cap letters of a larger size are used with a lower-case line of a smaller size, in order to make the display stronger. See that the letters are in alignment at the base of the line. This can always be had with Standard Line type, yet it can also be had with other type if care be taken in justification. This may take time, and also cardboard if there are no 1-point leads in stock (which every office should have), yet the appearance of the line will repay taking the trouble.



Are Minus Proof and Distributing Rollers

By Will S. Knox

Printers are just as queer (in many respects) as other people. For instance, they will pull all the wires within sight to save a few cents on an order for type, or paper, or ink, and at the same time allow a number of little leaks about their shops to run wide open continually. They exemplify the old adage, "Save at the spigot to waste at the bunghole."

There are very few articles about a printing-office which are in so constant demand or are so generally serviceable as small proof-rollers or brayers, while their price is so small a matter as to hardly be taken into consideration. Typefoundries and other places where they may be procured are so numerous, that these rollers can be had by any printer within a few hours' time, yet many a shop does not yet possess such a valuable adjunct to its business. It is still customary with some of the smaller printing-offices in my own locality (and I know that the habit it still prevalent in other places, too) to lock up forms and take a press-proof, or else, what is about as common an occurrence, run the press-rollers upon the ink-plate, remove one from the roller-sockets, ink the forms and then return the roller to the press or let it stand in the corner for future proofs. The use of job-press rollers for taking proofs is a dirty, slow, unsatisfactory and unworkmanlike process, but, nevertheless, it has become a fixed habit in hundreds of country newspaper offices for proving news-galleys and the like. A dollar or so invested in a small proof-roller would save many an hour's time, prevent much wear and tear upon the job-press, and the job-press rollers especially, guarantee better proofs and be generally more satisfactory. An ink-slab upon which to distribute ink for proof purposes can be made from a small piece of marble, a pane of glass or a board covered with zinc. Some slouchy printers use just the smooth side of a pine board for this purpose, but the stone, glass or zinc have the advantage of being quickly and easily cleaned.

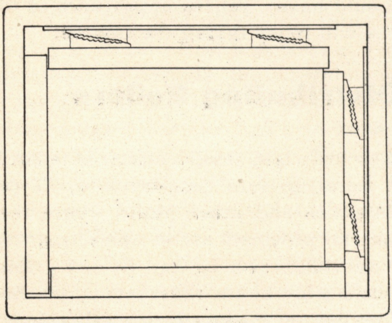
Another thing. The country printer (and his brother in the small city shops as well) would find that the use of a hand ink-brayer or distributor (for which service the proof-roller could be used, perhaps) for distributing ink upon the disc of his job-press would give better results and more thoro, even distribution, than the habit of daubing on the ink with a stick and tramping the press a few hundred revolutions to distribute it. Most presses are supplied with a brayer-handle and roller-core, in which case a roller can be procured for fifty cents or less.

There is hardly another investment that a printer who is still following old-style methods could make, nor where, for such an insignificant sum as fifty cents, he would receive so much genuine benefit, reduce unnecessary labor and be the means of saving both time and money, as in the purchase of a proof-roller and job-press ink-distributor. The city printer may smile at this statement, but it is true.

A Few Hints on the Locking-Up of Forms

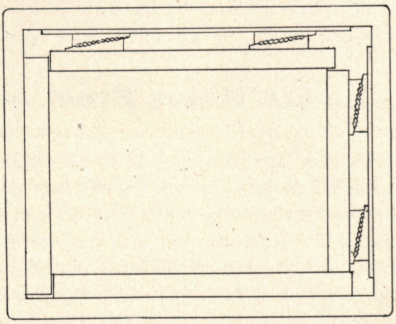
By J. Franklin Smith

It would seem, from a visit to a number of printshops, that but few stone-hands, or men called upon to lock forms, have a proper knowledge of the use of the Hempel patent quoins. When locking a form we have two ends in view—to hold the form secure and to keep it square.



No. 1

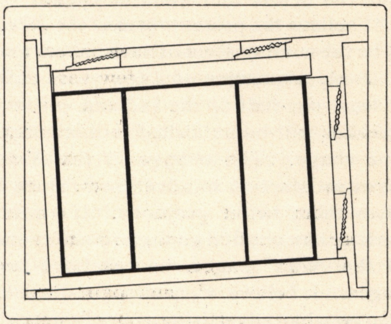
Diagram No. 1 illustrates the way such quoins are used in many instances, and the lock-up does not use scripture to express his feelings when the form does not lift properly. The locking of the quoins in this position has a tendency to draw the type-matter away from the solid side of the chase. This may be seen to a marked degree if one will take a goodsized form and use a single quoin at one side and leave the bottom of the form free. The locking of the quoin will cause the form to move out of position from six



No. 2

to eighteen points. While, if the quoins are reversed so that they move towards the solid part of the lock-up, as in diagram No. 2, there is slight chance of the letters dropping out of the form or causing any trouble in registering.

In forms with many rules running perpendicularly much difficulty is often experienced in rolling properly. When the impression is taken the rules do not print up in a proper manner, caused by the rollers moving straight up and down the rules and not depositing the proper quantity of ink. This is readily overcome by using tapering sidesticks on all sides of the form in such manner as to place the form on an angle and still preserve a solid lock-up, as illustrated in diagram No. 3. With a form locked up in the above position, and rollers that will take ink at all, one will experience no difficulty in printing rules, few or many, in a perfectly clear and distinct manner. The angle is not sufficient to interfere with the feeding of the finest register, but will be found a benefit if all the forms of a job are run on the same angle, locked up with the same furniture around them.



No. 3

Reasons for Preferring Smaller Pages

The *Whitley County News*, of South Whitley, is the only newspaper in Indiana that has adopted the "twentieth century," or tabloid, form. After experimenting with it for five months, F. E. Miner and A. A. Kist, editors of the *News*, say they will never go back to the common newspaper form which publishers in Indiana generally follow. In 1896 Mr. Miner purchased the plant of the *Whitley County News*, which was an ordinary country printing-office. It now employs forty men. He turned the newspaper over to A. A. Kist, and then the two undertook a revolution in newspaper-making in the state. About the first thing they did was to change the *News* to a four-column, sixteen-page paper. The week the change was made the paper had a circulation of 800, and it has grown to 1,900 a week. Each column is of standard width and thirteen and one-half inches long, and around each page there is a generous margin. The composition is by hand, all home print, and a heavy quality of paper is used.

"I began the experiment," Mr. Miner says, "with the intention of making the *News* the best country newspaper printed in an Indiana town of 1,200 population. By the new form we have been able to treble the advertising rate and at the same time increase the number of inches of advertising sold. What it cost to push the paper in its new form the first three months was a plenty, but it is now getting on a basis where I can see the money coming back. It became self-sustaining in three months. I expect the paper to reach the climax by the first of next year, when I think it will be the best-paying newspaper in the state for the amount of money invested. The *News* used to be a six-column quarto, four pages printed at home and the other four ready-print. The paper went to press once then, but goes twice now. It requires no more work to print a sixteen-page paper the size of the *News* than it would to print a six-column quarto all at home. It takes no more time to make up the *News* into sixteen pages than it did to make up four pages.

"The imposing-stones are arranged to make the work as easy as possible for our make-up. Two pages are locked in a form and each column is locked separately with a quoin. The man at the imposingstone will make up the sixteen pages in eight hours, and could do the work in less than half the time if he had all the material before him when he began.

"I believe the present form of the *News* to be the coming form of newspapers and it is only a question of a few years until at least one-half of the Indiana country weeklies will be published in this magazine shape. The change in the *News* gives satisfaction to advertisers, since it gives them better positions. If an advertiser can not find enough room on one of the *News'* pages, he can have two pages. I believe if newspapers would charge what advertising space is actually worth, advertisers would not expect to cover the side of a barn with pictures and large display-lines. If advertisements are placed in type with care, it will have the result of not only a better appearing newspaper, but will cause an advertiser to take more interest in his preparation of copy. Under the present conditions I expect the large city newspapers would experience difficulty with the magazine form. I believe, however, that I could operate a newspaper of magazine form in cities of 50,000 or 100,000 inhabitants with much financial success, but I would have to educate the advertiser and revolutionize things in general before being successful. The average newspaper, outside of the large cities, runs business with about as much system as the average farmer conducts his farm.

"I would not advise any country publisher to undertake a change to the magazine form unless he is able to put money into the enterprise for several weeks. It takes time for any new movement to bring results, but the results will come to the country editor who puts the proper effort to the wheel. So much faith do I have in the magazine form of a country newspaper, that I believe our regular subscribers would raise strong objection should we go back to the old form."

BATAVIA, N. Y., July 16, 1901.

Send us THE PRACTICAL PRINTER. It is full of good things. J. F. LAWTON.

PERRY, IOWA, July 2, 1901.

We think a great deal of your little PRINTER and it finds a hearty welcome here.

CARRELL & ZERWEKH.

MARIETTA, OHIO, May 27, 1901.

I find more practical information in your little publication than in all of the others.

DALE V. ALDERMAN.

WASHINGTON, D. C., June 28, 1901.

We appreciate the articles in THE PRACTICAL PRINTER as much as tho we paid $1.00 an issue.

THE LAW REPORTER COMPANY,
W. W. MOORE, Manager.

DETROIT, MICH., June 26, 1901.

You are running an ad. in your magazine under heading of "Help Wanted." We have received a great many applications, and having selected competent help thru same, would kindly ask you to discontinue our advertisement.

THE RICHMOND & BACKUS COMPANY,
CHAS. BACKUS, Sec'y.

MADISON, IND., July 25, 1901.

I have been getting THE PRACTICAL PRINTER regularly since you commenced its publication, together with a subscription-blank as a reminder that you are desirous of receiving 25 cents per year for your valuable journal. Every number is worth the price, so I inclose $1.00, which will pay up all back dues and put me ahead for some time. I do not wish to be considered a sponge or a pauper, altho I have been working at the printing business since 1854. I would suggest to all printers, both old and young, to become subscribers to your journal, as there is always something new in it for both classes.

I was much interested in an article in the June number on speed in type-setting, and passed it around to the younger boys in the office. While I consider speed a good thing, I consider accuracy of far more importance, and always try to impress this on the minds of my new beginners. Secure accuracy first and speed will follow as a natural consequence. I have in mind a printer who could scarcely read when he entered the printing-office, yet I have known him to set galley after galley without an error, and I have seen him rise from devil to superintendent. He was never considered a swift, yet I have known him to set 1,600 brevier (now 8-point) in an hour; 6,500 solid nonpareil (now 6-point) in four hours; 137,000 brevier table-work in seven days, all of which has been considered good work.

UNCLE BILL.

PITTSBURG, PA., June 24, 1901.

We enclose $1.00 for four subscriptions to THE PRACTICAL PRINTER for one year. The little thing buzzes around our shop and, like the bees round the 'lasses barrel, can't keep us from tasting its good qualities. There is just enough in it without making one tired turning over so many pages of uninteresting matter. It's a case of good goods in a small package.

DAVIS & WARDE.

THE PRACTICAL PRINTER
A Modern Typographic Advisor

PUBLISHED BY THE
INLAND TYPE FOUNDRY
SAINT LOUIS, U. S. A.

Subscription, 25 Cents per Year
Advertising rates furnished on application.
All letters relating to articles, communications, etc., should be addressed to the "EDITOR OF THE PRACTICAL PRINTER."

THERE is quite a run on our want advertising space this month. And, why not? Ours is a valuable medium, and is sure to bring results. Don't forget that until further notice, all wants are inserted free for our subscribers. Send in your copy early; forms close on the 10th.

THIS month we show specimens of another brand-new aspirant to the printers' favor, which we call the Matthews series. This face is cast in twelve sizes, from 6-point to 72-point, and in weight it is the heaviest we have yet made—in this respect satisfying a want which has hitherto remained unfilled. That it is a handsome design every one must admit, and that there are numerous possibilities for its use the experienced printer will readily see, for which reason we expect a large sale of fonts of it. It is cast on Standard Line and Unit Sets, as a matter of course.

YOU may have profited by something you have come across in THE PRACTICAL PRINTER. You certainly know something which would help your fellow-craftsmen. Sit down to-day, and put your thoughts into an article conveying this information. If necessary, we will dress it up so that it will read right, furnish illustrations, and send you a proof if required. We pay liberally for such ideas, and will send check on publication. Help others and show your appreciation of our efforts by attending to this at once. Illustrated articles of a technical and *practical* nature are particularly desired.

PURSUANT to the invitation in our June issue, Mr. Frederick W. Clough, of Hartford, Conn., sent in the photo from which our present half-tone frontispiece was made. In this connection, as interesting information for those who wish to furnish originals for half-tone pictures, we will state that Mr. Clough took this photo with a camera the duplicate of which can be purchased in any photo supply-house for $2.50. It is of the "fixed focus" variety, and is a rather clumsy affair to look at, but, as Mr. Clough says, by careful attention to details he has been "able to turn out some fairly decent work and some that compares favorably with work turned out with cameras costing many times the price of mine." The specimen of Mr. Clough's work is certainly fine and shows what a practical man can do. He says, in this respect: "I have come to the conclusion that it is not all in the machine, but rather in the close attention to every detail entering into the production of a picture, from filling the plate-holder to mounting the print, that gives to some amateur's work a mark of excellence over some possessing far better working materials, but who are too hasty in their manipulation. Good pictures are not made on the hit-or-miss plan any more than a good piece of type composition."

WHAT'S the use of having fine paper, ink and presses if your type is not of the right kind? Labor and stock are the two principal items of cost. You *can* economize on stock and still be able to turn out an attractive job which will fetch a good price, but you can economize to still greater advantage in labor and get out a more acceptable job by having the right type; and without the right type you cannot turn out a good job. We need hardly tell you that the right kind of type is Standard Line Unit Set type, manufactured only by the Inland Type Foundry.

THE Inland Type Foundry does not deal in second-hand type, nor has it ever issued a second-hand type list. If other dealers sold no second-hand material, it would be better for you.

Putting Up Job Fonts Securely

An appreciative printer, Mr. George Hahn, of South Bend, Ind., who knows a good thing when he sees it, writes us to this effect: "Some weeks ago I laid a couple of series of type from other foundries, and was considerably put out because the fonts as put up did not have the short lines 'plugged out.' The type was to be used at once, and in the hurry to get it into the cases two or three fonts were somewhat pied in untying, owing to their loose condition. Of course, this caused some unnecessary delay, for the fonts could just as well have been spaced out, as was the case with the two series purchased from you last week. Even if spaces and quads are used for this, the cost per font would be but a trifle, and, as these little necessities are not overabundant in most printing-offices, they could be charged in the price of the type. But even your wood reglets are much better than the other way. It is also much safer when taking stone or galley proofs before laying, a thing which all founders insist on or allow no extras for reported shortages."

Lining vs. Irregular Figures

Many years ago, the eminent philosopher, Prof. Babbage, before issuing a volume of logarithmic tables constructed by his calculating-machine, instituted an elaborate series of experiments, in order to ascertain the most readable form in which his data could be issued. The results were given at length in the preface to the "Tables of Logarithms," 8vo, London, 1827. He found that the modern Arabic figures, uniform in lineage, were more legible than the "Old Style" figures, with their many ascenders and descenders. We find some typefounders and printers, even now, after a lapse of three-quarters of a century, constantly repeating the opposite opinion. But the majority of printers agree with the views of Prof. Babbage. The *American Bookmaker* and a number of other journals have used Roman figures in Old Style fonts, because they wanted legible figures and could not procure them of Old Style design. To supply this demand, and to conform to that which is scientifically correct, the Inland Type Foundry has cut all the figures in its Old Style fonts uniform in size, and they are now all of one hight in each face, and while doing so has given them the proper Old Style character. Excepting in the No. 13 and 14 series; for which we supply the former irregular style of figures (and for these we can supply lining figures if desired), we supply the new-cut figures, unless otherwise specially ordered. No one can but admit that our regular Old Style figures are clean, legible and handsome in cut, and that we deserve the thanks of the craft for introducing them.

The Effrontery of an Imitator

For pure, unadulterated nerve none can surpass that of a certain Chicago typefoundry, in advertising its imitation of the Standard Line system. The Inland Type Foundry adopted this system and began with it over seven years ago, and has been successful in introducing it into all the first-class offices and a majority of the minor ones of this country, yet *now* comes this Chicago concern and claims to have evolved it, incidentally prating about the time, study and experiment necessarily expended to make the system meet the many different requirements of printers. This concern claims also that, even before printers asked for the lining system, it had the idea in contemplation, and this claim is made, mind you, all this time after the Inland Type Foundry had introduced its Standard Line—having done all the studying and made all the experiments before a single type was offered for sale. This imitator speaks of the demand for uniform lining type, which has finally induced it to do some experimenting and see if it could possibly meet the same, and talks as tho this demand was one that arose only in the last few years, glossing over the fact, intentionally, of course, that for several decades, at least, such type has been called for, and that the Inland Type Foundry being here to respond to the call has increased the demand a thousand fold. If there be even a speck of truth in the statement of this concern that it had the idea in contemplation ahead of the demand for it, why did it not sooner do something toward working out the idea, instead of delaying until another and younger foundry had solved the problem and put a perfect product upon the market? The answer can only be, that there was not enough of brains in the establishment to even attack the question, let alone to find a satisfactory solution of it. There is, however, no evidence to show that the idea was ever entertained for a single moment by this concern, until the demand for systematically lining type became so great that its customers were deserting it, and were going where they could get an up-to-date product. Then its proprietors set their wits to work to see what could be done to lure back their customers. Not understanding what was required, they blundered first one way, then another, and made change after change in the lining of their type—yet ever failing to please patrons who were becoming constantly more exacting in their desires. Font after font was sent out, then recalled, to be replaced by the results of later experiments. Whether their latest experiment is the final one is, of course, not possible for us to say, tho, as their product is not yet perfect, the likelihood is that more fonts will be recalled and replaced by something that is a nearer approach to the Inland Standard. And all this, because they would not humble themselves to come to the fountain-head of information and learn from those who had solved the problem and were producing type which was correct from the start and did not require subsequent changing. They preferred to stumble on, and commit blunder after blunder, in the hope that some day their type might pass as a substitute for the best. Their present imitation of our lining system is on a par with all their type, and is all that can be expected from a concern that, during its entire history, has produced no strictly original face, always copying the designs of their more brainy competitors, and making highly inferior copies at that, relying mainly upon price-cutting to get some sort of a market for their goods.

Nothing can be truer, than that a type originally wrong, which is changed to make it more nearly conform to any lining system, cannot possibly be as good as that which was made right in the first place. The Inland Type Foundry is the only concern in the world which has devised a perfect system, made all its faces to conform thereto, and always furnishes the face the same way.

Why buy a product that is constantly being changed to make it approach that which is perfect? When printers want the best, they must and will necessarily come to the Inland Type Foundry, whose Standard Line system is changeless—being correct at the beginning, is now, and ever will be.

DO YOU take a good long vacation each year? Possibly you are one of those who "can't afford it." If so, Inland type will enable you to afford one each year. More than that, by the saving it causes in your composing-room, it will enable you to hire a really good man in your office who can take your place whenever you want to leave. The results will be more business, greater profit and freedom from worry.

DON'T forget the request for scissors in our last issue. We have already received a number, but the crop is large and we expect many more. Some have become very decrepit, indeed, after their long service in making lack-o'-system type justify, but then we hoped to receive only old ones, for who has really found it necessary to buy new scissors since it became possible to buy Standard Line type?

OUR thanks are due Geo. P. Rowell & Co., New York, publishers of the American Newspaper Directory, for a copy of the June issue, of the thirty-third year. This publication is so well known for its good qualities that any extensive praise we might give it would be merely a superfluity.

ONCE more, don't forget the scissors!

Cincinnati, Ohio, July 11, 1901

Mr. Alex. Duguid, foreman of the ad.-room of the Cincinnati *Enquirer*, one of the fastest hand compositors in the country, says: "Inland type is the nicest spacing type I ever handled." It might be added that Mr. Duguid's opinion is worth something, as he is a fine printer and a student of the business, a fact to which the advertising columns of the *Enquirer* bear ample evidence. Frank A. Atwood.

Galveston, Tex., July 9, 1901.

Your type is highly satisfactory, and you will hear from us again when we are in need of any thing in your line. Knapp Bros.

SITUATIONS WANTED

WANTED—Situation by an all-around printer, strictly temperate; country office preferred; held last position eight years. Address, BOX 222, Palmyra, Ill.

WANTED—First-class job compositor and specialist on blank-book headings desires to make change; state wages; union shop only. Address, G. R., 132½ Salem Ave., Roanoke, Va.

SITUATION WANTED—A good all-around man is open for engagement; strictly temperate; can take charge of country office; permanent; state wages paid. Address, N-1, care of The Practical Printer.

WANTED—A position as supervising foreman or as assistant superintendent, by a man of 32; thoroly practical in composing- and press-room; six years in full charge, estimating, buying, etc. J. F. SMITH, Doylestown, Pa.

WANTED—Situation by good job man and pressman; six years' experience on Gordon and cylinder presses; references if required; a place where good, clean work is appreciated is desired. Address, O-10, care of The Practical Printer.

HELP WANTED

WANTED—Expert photo-engraver; also an artist, who might later desire interest in the business on profit-sharing plan. FISHBURN ILLUSTRATING COMPANY, Dallas, Tex.

WANTED—At once, a man to manage a job-printing office and bindery doing a business of $12,000 to $15,000 a year; would sell an interest to the right man. Address, O-9, care of The Practical Printer.

WANTED—Careful two-thirder to complete trade in small city office doing highest class of work; must be well trained, and from good shop; users of liquor, tobacco and profanity not wanted. Address, N-2, care of The Practical Printer.

WANTED—A bright and spicy editorial paragrapher and news-writer, who is successful as solicitor and who can write up-to-date ads.; California daily offers first-class position to such a man. Address, O-2, care of The Practical Printer.

WANTED—First-class compositor, who can develop original ideas in job, pamphlet and ad. work; must be studious and familiar with the typographic fads and fancies of the day; must be able to make up color jobs and schemes; only an industrious, steady and sober man need apply; state experience, give references, send samples and state salary expected—all this in first letter. Address, O-14, care of The Practical Printer.

HELP WANTED

WANTED—A first-class foreman for job and book composition room; union office; nine hours per day; state age, experience, and where employed, with character of work accustomed to. Address, ARKANSAS DEMOCRAT, Little Rock, Ark.

WANTED—A California wide-awake interior daily wants an all-around job-printer; must be first-class, up-to-date ad. compositor; especially good position for man who can write modern, attractive ads. and get business. Address, O-3, care of The Practical Printer.

WANTED—Good job-printer, who is fully competent to take charge of composing-room, do estimating of all kinds, and perfectly reliable and sober; $12.50 to begin with, and $15.00 per week if he proves himself competent in every respect. Address, O-7, care of The Practical Printer.

FOR SALE OR EXCHANGE

FOR SALE—Two Chandler & Price Gordons; one 10×15 and one 14×20; for cash only. HORACE CARR, Cleveland, Ohio.

FOR SALE—New 8×12 C. & P. Gordon, and half-horsepower, 110-volt Kester motor. MARQUAM & WILDER, Decatur, Ill.

FOR SALE—Small, well-equipped job-office, nearly new; invoice about $800.00; price, $525.00, cash. LEE BROTHERS, Wichita, Kan.

FOR SALE—Hoe drum press, 27½×34 inches, two rollers, rack and screw distribution, tape, rear delivery, air springs. GEORGE RICHARDSON, Kaukauna, Wis.

FOR SALE—Only exclusive job-office in city of 12,000; machinery, 10×15 Gordon press, 22½-inch Advance cutter, and all type comparatively new; for $500.00. P. W. HICKEY, Greenville, Miss.

FOR SALE—A two-horsepower Hercules engine, gasoline connections, and A. B. Taylor three-revolution cylinder, bed 33×50; both running and in good condition. MILLER-WALLICK PRINTING COMPANY, Peru, Ind.

FOR SALE—Or Lease—The *North Alabamian* printing plant in Tuscumbia, Ala.; this is a splendid opportunity for a good printer with a little money to run a campaign paper at a profit. Address, COURIER, Savannah, Tenn.

FOR SALE—Newspaper with 550 subscribers and job-office, in fastest growing town in Illinois; only office in town and good run of work, constantly growing better; price, $1,500. Address, O-12, care of The Practical Printer.

FOR SALE—Two lots (25 pounds each) Long Primer German, and one font Long Primer Condensed German Title, all old body; body type in two pair cases, job letter tied up; all f. o. b. Cleveland for $10. HORACE CARR, Cleveland, Ohio.

FOR SALE—Pony Cottrell, 25×30, two rollers, tapeless rear delivery, table distribution, speed 2,000, good condition; also one Gally Universal, 14×22, practically new, and two Gordon jobbers, sizes 10×15 and 9×13. Address, O-8, care of The Practical Printer.

FOR SALE—7×11 O. S. Gordon, without throw-off, three rollers; with three extra rollers, three extra chases, one Utility ink fountain, new; brayer roller; all in good condition; does good work; price, $50.00, cash, f. o. b. our station. M. E. CROMER, Shadyside, Mich.

FOR SALE OR EXCHANGE

FOR SALE—All or two-thirds interest in a well-equipped job-office in one of the best towns in the northwest; best trade in city; profitable; investigation solicited; will assist purchaser until acquainted; good reason for selling; exceptional opportunity for starting a daily. Address, O-5, care of The Practical Printer.

FOR SALE—Job printing-office with established business in 5,000 city—city is booming; this is a good opening for cash; proprietor has new location in view, on a much larger scale, and will not move office from present location; don't answer unless business is meant; the office is Standard Line, and I can convince you that the place is a good one. Address, O-11, care of The Practical Printer.

A BARGAIN—The following mailing-list material will be sold cheap for cash: A Cincinnati Washington hand-press, 25×39; two McFatrich mailing-machines; 45,000 pounds of Linotype metal (in names and addresses); 726 zinc mailing-list galleys, 45,000 wood reglets, for spacing names and addresses; 5,000 wood rules, and a great amount of furniture for filling out galleys, etc. Address, O-4, care of The Practical Printer.

MISCELLANEOUS WANTS

WANTED—Every printer to know that "Type not Standard Line is dear at any price."

WANTED—Small Washington hand-press in good condition. Address, giving size and price, J. H. K., care of The Practical Printer.

WANTED—About 50 pounds 10- or 11-point body type; send proof and price. GEORGE H. LONG, 153 Sayles Street, Cleveland, Ohio.

WANTED—A lining and heading router for half-tone work; must be in good condition and reasonable in price. E. W. VON DER OHE, Camden, Ohio.

WANTED—All who are in favor of simplified and improved spelling to send their names and addresses, per postal, to H. R. B., 232 Irving Ave., Chicago, Ill.

WANTED—One copy each of Jan., 1900, and Jan., 1901, issues of The Practical Printer; will give 20 cents each for same. Address, J. R. STANSBURY, 246 Parker Avenue, San Francisco, Cala.

WANTED—Second-hand cylinder-press; must be in first-class shape, tapeless delivery, large enough for 6-column quarto paper; state make, age, condition, and price. Address, O-6, care of The Practical Printer.

WANTED—Copper shells; they must be clean, large, free from dirt, dross, and be tinned. The highest market price paid therefor. Untinned shells and clippings not wanted at any price. Send samples and state price and quantity to COPPER, care of The Practical Printer.

WANTED—A paying daily newspaper in a good, growing city and field, Republican in politics or independent, or would consider buying a working interest in one; a run-down paper in a good field, where experience, energy and money would count and build up a good paying business, would be considered; would be in position to buy for cash for a good bargain, or would make some one a good deal by trading paid-up capital stock in one of the leading general publishing companies of the country (stock is a good investment and should pay good dividends right along) entirely or partly for a satisfactory daily property. Address, O-1, care of The Practical Printer.

BUSINESS NOTICES

NEWSPAPER BROKER—Sellers, buyers write A. H. SMITH, Earlville, Ill. Original methods.

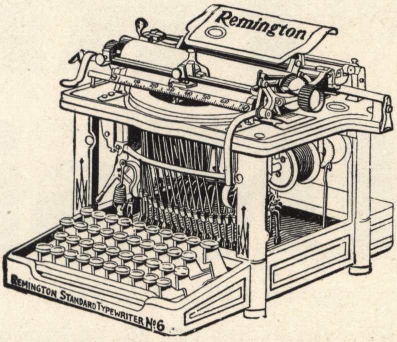
THE INLAND JUSTIFYING LEAD CASE. Look well into the merits of this case; it is one of the surest labor-savers you can put into your office. Made by INLAND TYPE FOUNDRY.

UP-TO-DATE TYPOGRAPHY—Modern job designs and color-schemes made for progressive printers. State your wants and send for prices to J. E. C., 6219 S. Seventh St., Saint Louis, Mo.

REES' EMBOSSING COMPOUND—This is a paste-like preparation for making counter-dies for embossing, which after a few minutes' exposure to light and air becomes hard and stonelike, is easily applied, without heat, and greatly reduces the cost of embossing; can be used on printing presses as well as on embossing machines; put up in cans containing nearly double the usual quantity; will keep for years. Price, $1, net per can. REES & SON, manufacturers, Keokuk, Iowa. Sold by Inland Type Foundry, Saint Louis and Chicago.

Do You Write Ads?
We Save You Money, Time, Work, Worry
Write us to-day for valuable information—free
HARPER SYNDICATE, Columbus, Ohio

ST. LOUIS PHOTO-ENGRAVING Co.
COR. FOURTH & PINE STS.
Write for Samples and Prices



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ON RENTAL
Paragon Typewriter Ribbons guaranteed satisfactory. Carbon, Fine Linen Papers, and all other supplies of the finest quality.
Wyckoff, Seamans & Benedict.
Saint Louis Branch: 710 Locust

STANDARD LINE ITF INVENTED BY INLAND TYPE FOUNDRY

MATTHEWS SERIES

Patent Pending

4a 3A, $18.00 — 72-POINT MATTHEWS — L. C. $7.20; C. $10.80

MINED
Under 6

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FRESH
Design 4

4a 3A, $8.50 — 48-POINT MATTHEWS — L. C. $3.40; C. $5.10

PRODUCE
Endorsed 2

STANDARD LINE
ITF
INVENTED BY INLAND TYPE FOUNDRY

MATTHEWS SERIES

Patent Pending

5a 3A, $5.00 36-POINT MATTHEWS L. C. $2.20; C. $2.80

BRIGHTENED
Robust Forms 5

6a 4A, $4.30 30-POINT MATTHEWS L. C. $2.10; C. $2.20

CHOICE MODES
Special Beauties 76

8a 5A, $3.50 24-POINT MATTHEWS L. C. $1.75; C. $1.75

BUYERS DELIGHTED
Charms Each Printer 48

18-POINT MATTHEWS
12a 8A, $3.20 L. C. $1.60; C. $1.60

DEVELOPED
Artistic Kind 2

12-POINT MATTHEWS
22a 15A, $2.80 L. C. $1.40; C. $1.40

NEWER DESIGN
Good in Color Work 35

8-POINT MATTHEWS
28a 18A, $2.25 L. C. $1.10; C. $1.15

ORDERS STANDARD LINE
Therefore Sure of Big Profits 78

14-POINT MATTHEWS
16a 10A, $3.00 L. C. $1.50; C. $1.50

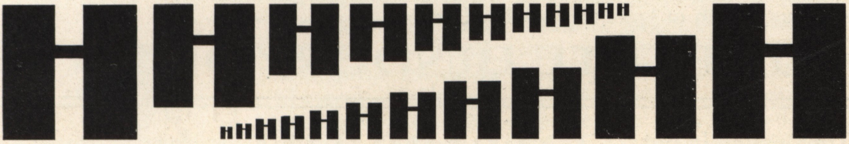
ENLARGEMENT
Supply Demand 10

10-POINT MATTHEWS
24a 15A, $2.50 L. C. $1.25; C. $1.25

GRAND OFFERING
Display of Model Type 46

6-POINT MATTHEWS
32a 20A, $2.00 L. C. $1.00; C. $1.00

CELEBRATED INLAND SYSTEM
Reputation for Excellence Acquired $92



GOOD BOOK INKS!!

If you must have a first-class Half-Tone or Catalog and Book Ink at a reasonable price write us. Our Handy Book No. 315 or our Illustration Book No. 245 WILL SET YOU RIGHT.

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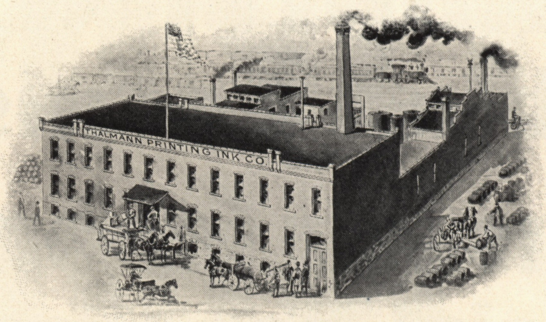
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PAPER CUTTER KNIVES can be sharpened or whetted instantly without taking them out of the machine with

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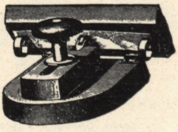

Tried and found a success in the largest and smallest establishments. Saves time and trouble, avoids danger, never becomes uneven like a stone, never injures the knife, always preserves a true edge, and lasts a life-time. Price, $3; discount for cash. Descriptive circular with testimonials furnished by typefounders and dealers, or by **J. S. HOERNER, Highland, Ills.**

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Knife Grinders

No. 17
Lock Street
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Four styles made in 16 sizes, from 20 to 90 inches long, warranted for wet or dry grinding. When asking for quotations send us length of knife (not width of cutter). . . . .

COMPLETE BINDERY OUTFITS

Type which is not **STANDARD LINE** is dear at any price

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Manufactures all kinds of MACHINERY and APPLIANCES for ELECTROTYPERS, STEREOTYPERS and PHOTO-ENGRAVERS

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Our READY PRINT and STEREOPLATE Service have only to be tried to insure a continuance. They will save you time and money. Our plan enables each publisher to select his own make-up. All shipments are made promptly, as we appreciate the value of arrival on time. WRITE US FOR SAMPLES

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BECAUSE
It is THE ONLY practically useful machine obtainble

* * *

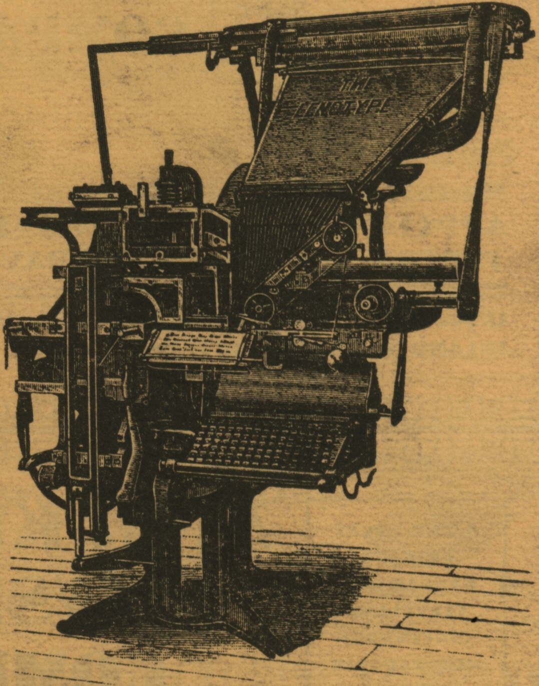
BECAUSE
One operator can produce 200,000 ems weekly and upwards at $20 expense

* * *

BECAUSE
Its monthly saving more than pays for the machine

* * *

BECAUSE
One can obtain better results from metal costing 7 cents per pound than from type costing 30 to 70 cents per pound : : : :



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Because they can Retain their Patrons

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